



[12406/35]

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Inventor(s) : Stephen LUPO et al.
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For : INTERACTIVE MEDIA RESPONSE PROCESSING
SYSTEM
Group Art Unit : 2143
Examiner : Joseph E. Avellino
Confirmation No. : 1638

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Date: Aug 16, 2005
Signature: [Signature]

AMENDMENT A

SIR:

This paper addresses the Final Office Action dated May 16, 2005 and the Advisory Action August 5, 2005. This paper accompanies a Request for Continuing Examination in the above-captioned application. Initially, please amend the above-captioned application without prejudice as follows:

Amendments to the Claims are reflected in the listing of claims, which begins on page 2 of this paper.

Remarks begin on page 7 of this paper.